

"VMail"

PixelOptics Garners Accolades, Consumer Press Coverage at CES

LAS VEGAS—PixelOptics received accolades for its soon-to-be-released emPower! electronic focusing eyeglasses from consumer news media covering the Consumer Electronics Show (CES) last week in Las Vegas. CES is the top annual International consumer electronics show in the world with approximately 2,700 exhibitors and over 140,000 attendees. Exhibitors included Sony, Motorola, Panasonic, LG Electronics and Hewlett Packard among other large and small global companies.

"We are extremely pleased to receive this level of recognition," said Clay Musslewhite, director of marketing for PixelOptics. "The level of coverage received from top-tier news organizations was beyond my wildest expectations. I think this is a great indicator for the level of consumer and eyecare professional interest we will see for emPower! once it is officially launched in 2011."

Musslewhite told **VMail** that PixelOptics plans to launch emPower! in March at International Vision Expo in New York.

Among the international recognition emPower! received at the 2011 CES:

- [PC Magazine](#) selected emPower! for its "Best of CES 2011."
- [CNN](#) spotlighted emPower! during a live broadcast from the CES.
- [ABC's](#) Good Morning America selected emPower! as one of the "Top Six" electronic products of 2011 to be highlighted.
- [CNBC](#), during a live nationwide broadcast from the CES, selected emPower! as one of the top five "Must Have" 2011 electronic products.